

*Bast*

L Number	Hits	Search Text	DB	Time stamp
1	4855	(initial\$6 or first or preliminar\$7) SAME (contact\$6 or communicat\$6) SAME (email\$6 or (e ADJ mail\$6) or (electronic ADJ mail\$6))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/07/23 14:29
2	604	((initial\$6 or first or preliminar\$7) SAME (contact\$6 or communicat\$6) SAME (email\$6 or (e ADJ mail\$6) or (electronic ADJ mail\$6))) SAME (customer\$2 or lead or leads)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/07/23 14:29
3	92	(((initial\$6 or first or preliminar\$7) SAME (contact\$6 or communicat\$6) SAME (email\$6 or (e ADJ mail\$6) or (electronic ADJ mail\$6))) SAME (customer\$2 or lead or leads)) SAME (sales\$7 or market\$6)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/07/23 14:30

*KMC*

Dialog  
7/23/04

Your SELECT statement is:

s ((initial? or preliminary? or first) (5n) (contact? or  
communicat?) (10n) (customer? ? or lead or leads) (5n) (e()mail? or email? or  
electronic()mail?)) NOT py>1999

Items	File
Processing	1: ERIC_1966-2004/Jul 21 3: INSPEC_1969-2004/Jul W2 1: Social SciSearch(R)_1972-2004/Jul W3 2: Ei Compendex(R)_1970-2004/Jul W2 54: Business & Industry(R)_Jul/1994-2004/Jul 22 27: BAMP_2004/Jul W2 60: ABI/Inform(R)_1971-2004/Jul 23 267: Gale Group PROMT(R)_1990-2004/Jul 23 3: Gale Group F&S Index(R)_1988-2004/Jul 20
Processing	304: Dialog Global Reporter_1997-2004/Jul 23 1: SciSearch(R) Cited Ref Sci_1990-2004/Jul W3 19: Gale Group Magazine DB(TM)_1959-2004/Jul 23 5: TGG Management Contents(R)_86-2004/Jul W2
Examined 50 files	6: Gale Group Business A.R.T.S._1976-2004/Jul 22 1: UBM Industry News_1998-2004/Jan 27 1: Harvard Business Review_1971-2004/Jul 3: S&P's Daily News_1985-2004/Jul 22
Examined 100 files	1: Pascal_1973-2004/Jul W2 1: The Kansas City Star_1995-2003/Sep 26
Processing	262: Gale Group Trade & Industry DB_1976-2004/Jul 23 4: Gale Group PROMT(R)_1972-1989 2: Federal Register_1985-2004/Jul 23
Examined 150 files	1: Internet & Personal Comp. Abs._1981-2003/Sep 1: SoftBase:Reviews,Companies&Prods._82-2004/Jun 2: CBCA Fulltext_1982-2004/May 5: Finance & Banking Newsletters_2004/Jul 21 37: Gale Group Computer DB(TM)_1983-2004/Jul 23
Examined 200 files	2: PCT FULLTEXT_1979-2002/UB=20040715,UT=20040708
Examined 250 files	1: Fort Worth Star-Telegram_1993-2004/Feb 23 2: Current Contents Search(R)_1990-2004/Jul 23
Examined 300 files	3: Financial Times Fulltext_1982-2004/Jul 23 1: Newspaper Abs Daily_1986-2004/Jul 23 17: Periodical Abs Plustext_1986-2004/Jul W1 4: Accounting & Tax DB_1971-2004/Jul W1 1: Arizona Repub/Phoenix Gaz_19862002/Jan 06 1: 512: ESPICOM Telecom./Power Rpts_2004/Jul
Examined 350 files	1: Macon Telegraph_1994-2004/Jul 09 4: SEC Online(TM) Annual Repts_1997/Sep W3 2: SEC Online(TM) 10-K Reports_1997/Sep W3 17: Investext(R)_1982-2004/Jul 23 24: Wilson Bus. Abs. FullText_1982-2004/Jun 1: ICC Brit.Co.Ann.Rpts_1984-2004/Jun 22 19: Gale Group MARS(R)_1984-2004/Jul 23 2: 583: Gale Group Globalbase(TM)_1986-2002/Dec 13
Examined 400 files	17: KR/T Bus.News._1992-2004/Jul 23 40: Business Wire_1999-2004/Jul 23 1: 612: Japan Economic Newswire(TM)_1984-2004/Jul 23 31: PR Newswire_1999-2004/Jul 23 2: 616: Canada NewsWire_1999-2001/Mar 09 10: 619: Asia Intelligence Wire_1995-2004/Jul 22

140 621: Gale Group New Prod.Annou. (R) \_1985-2004/Jul 23  
2 623: Business Week\_1985-2004/Jul 20  
2 624: McGraw-Hill Publications\_1985-2004/Jul 20  
10 625: American Banker Publications\_1981-2004/Jul 16  
1 631: Boston Globe\_1980-2004/Jul 22  
1 634: San Jose Mercury\_ Jun 1985-2004/Jul 22  
21 635: Business Dateline(R)\_1985-2004/Jul 23  
97 636: Gale Group Newsletter DB(TM) \_1987-2004/Jul 23  
7 637: Journal of Commerce\_1986-2004/Jul 26  
1 642: The Charlotte Observer\_1988-2004/Jul 22  
>>>File 644 processing for PY=1999 : PY=|  
>>>File 644: started at PY=1999 SLUG AABC18 stopped at PY=1999 SLUG  
05CPROP  
6 644: (Boulder) Daily Camera\_1995- 2004/Jul 20  
1 645: Contra Costa Papers\_1995- 2004/Jul 21  
17 647: CMP Computer Fulltext\_1988-2004/Jul W2  
2 648: TV and Radio Transcripts\_1997-2004/Jul W3  
145 649: Gale Group Newswire ASAP(TM) \_2004/Jul 21

Processing  
Processing  
Processing

1 654: US Pat.Full.\_1976-2004/Jul 20  
Examined 450 files  
5 674: Computer News Fulltext\_1989-2004/Jul W1  
10 696: DIALOG Telecom. Newsletters\_1995-2004/Jul 22  
1 702: Miami Herald\_1983-2004/Jul 22  
1 703: USA Today\_1989-2004/Jul 22  
1 704: (Portland)The Oregonian\_1989-2004/Jul 22  
2 707: The Seattle Times\_1989-2004/Jul 21  
1 708: Akron Beacon Journal\_1989-2004/Jul 22  
1 710: Times/Sun.Times(London) Jun 1988-2004/Jul 22  
3 714: (Baltimore) The Sun\_1990-2004/Jul 23  
1 717: The Washington Times\_Jun 1989-2004/Jul 22  
1 718: Pittsburgh Post-Gazette\_Jun 1990-2004/Jul 23  
1 719: (Albany) The Times Union\_Mar 1986-2004/Jul 22  
1 720: (Columbia) The State\_Dec 1987-2004/Jul 22  
2 726: S.China Morn.Post\_1992--2004/Jul 22  
9 727: Canadian Newspapers\_1990-2004/Jul 23  
6 728: Asia/Pac News\_1994-2004/Jul W3  
1 733: The Buffalo News\_1990- 2004/Jul 21  
4 734: Dayton Daily News\_Oct 1990- 2004/Jul 22  
1 736: Seattle Post-Int.\_1990-2004/Jul 20  
Examined 500 files  
2 739: The Fresno Bee\_1990-2004/Jul 22  
1 740: (Memphis)Comm.Appeal\_1990-2004/Jul 22  
2 743: (New Jersey)The Record\_1989-2004/Jul 21  
2 748: Asia/Pac Bus. Jrnls\_1994-2004/Jul 20  
1 750: Emerging Mkts & Middle East News\_1995-2004/Jul 22  
1 754: IPO Maven\_1994-2000/Jul  
3 755: New Zealand Newspapers\_1995-2004/Jul 22  
2 761: Datamonitor Market Res.\_1992-2004/Jul  
1 764: BCC Market Research\_1989-2004/Jul  
3 765: Frost & Sullivan\_1992-1999/Apr  
13 781: ProQuest Newsstand\_1998-2004/Jul 23  
73 810: Business Wire\_1986-1999/Feb 28  
62 813: PR Newswire\_1987-1999/Apr 30  
1 816: Canada NewsWire\_1996-1999/Jun 24  
Examined 550 files  
1 980: Sarasota Herald-Tribune\_1996-2004/Jul 22

Processing  
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Processing

101 files have one or more items; file list includes 559 files.  
One or more terms were invalid in 102 files.

Set Items Description  
S1 1559 ((INITIAL? OR PRELIMINARY? OR FIRST) (5N) (CONTACT? OR COMMUNICAT?) (10N) (CUSTOMER? ? OR LEAD OR LEADS) (5N) (E()MAIL? OR EMAIL? OR ELECTRONIC()MAIL?)) NOT PY>1999  
S2 893 RD (unique items)  
S3 859 S2 AND (CUSTOMER? ? OR (SALES(2N)LEAD? ?))  
S4 64 S3 AND ((INITIAL? OR PRELIMINARY OR FIRST) (2N) (CONTRACT? OR COMMUNICAT?))  
S5 33 S4 AND (COLD(2N)CALL? OR INTRODUC? OR PRESENT?)

File 1:ERIC 1966-2004/Jul 21  
(c) format only 2004 The Dialog Corporation  
File 2:INSPEC 1969-2004/Jul W2  
(c) 2004 Institution of Electrical Engineers  
File 7:Social SciSearch(R) 1972-2004/Jul W3  
(c) 2004 Inst for Sci Info  
File 8:Ei Compendex(R) 1970-2004/Jul W2  
(c) 2004 Elsevier Eng. Info. Inc.  
File 9:Business & Industry(R) Jul/1994-2004/Jul 22  
(c) 2004 The Gale Group  
File 13:BAMP 2004/Jul W2  
(c) 2004 The Gale Group  
File 15:ABI/Inform(R) 1971-2004/Jul 23  
(c) 2004 ProQuest Info&Learning  
File 16:Gale Group PROMT(R) 1990-2004/Jul 23  
(c) 2004 The Gale Group  
File 18:Gale Group F&S Index(R) 1988-2004/Jul 20  
(c) 2004 The Gale Group  
File 20:Dialog Global Reporter 1997-2004/Jul 23  
(c) 2004 The Dialog Corp.  
File 34:SciSearch(R) Cited Ref Sci 1990-2004/Jul W3  
(c) 2004 Inst for Sci Info  
File 47:Gale Group Magazine DB(TM) 1959-2004/Jul 23  
(c) 2004 The Gale group  
File 75:TGG Management Contents(R) 86-2004/Jul W2  
(c) 2004 The Gale Group  
File 88:Gale Group Business A.R.T.S. 1976-2004/Jul 22  
(c) 2004 The Gale Group  
File 112:UBM Industry News 1998-2004/Jan 27  
(c) 2004 United Business Media  
File 122:Harvard Business Review 1971-2004/Jul  
(c) 2004 Harvard Business Review  
File 132:S&P's Daily News 1985-2004/Jul 22  
(c) 2004 McGraw-Hill Companies Inc  
File 144:Pascal 1973-2004/Jul W2  
(c) 2004 INIST/CNRS  
File 147:The Kansas City Star 1995-2003/Sep 26  
(c) 2003 Kansas City Star  
File 148:Gale Group Trade & Industry DB 1976-2004/Jul 23  
(c) 2004 The Gale Group  
File 160:Gale Group PROMT(R) 1972-1989  
(c) 1999 The Gale Group  
File 180:Federal Register 1985-2004/Jul 23  
(c) 2004 format only The DIALOG Corp  
File 233:Internet & Personal Comp. Abs. 1981-2003/Sep  
(c) 2003 EBSCO Pub.  
File 256:SoftBase:Reviews,Companies&Prods. 82-2004/Jun  
(c) 2004 Info.Sources Inc  
File 262:CBCA Fulltext 1982-2004/May  
(c) 2004 Micromedia Ltd.  
File 267:Finance & Banking Newsletters 2004/Jul 21  
(c) 2004 The Dialog Corp.  
File 275:Gale Group Computer DB(TM) 1983-2004/Jul 23  
(c) 2004 The Gale Group  
File 349:PCT FULLTEXT 1979-2002/UB=20040715,UT=20040708  
(c) 2004 WIPO/Univentio  
File 427:Fort Worth Star-Telegram 1993-2004/Feb 23  
(c) 2004 Fort Worth Papers  
File 440:Current Contents Search(R) 1990-2004/Jul 23  
(c) 2004 Inst for Sci Info

File 476:Financial Times Fulltext 1982-2004/Jul 23  
(c) 2004 Financial Times Ltd

File 483:Newspaper Abs Daily 1986-2004/Jul 23  
(c) 2004 ProQuest Info&Learning

File 484:Periodical Abs Plustext 1986-2004/Jul W1  
(c) 2004 ProQuest

File 485:Accounting & Tax DB 1971-2004/Jul W1  
(c) 2004 ProQuest Info&Learning

File 492:Arizona Repub/Phoenix Gaz 19862002/Jan 06  
(c) 2002 Phoenix Newspapers

File 512:ESPICOM Telecom./Power Rpts 2004/Jul  
(c) 2004 ESPICOM Bus. Int. Ltd.

File 539:Macon Telegraph 1994-2004/Jul 09  
(c) 2004 Macon Telegraph

File 541:SEC Online(TM) Annual Repts 1997/Sep W3  
(c) 1987-1997 SEC Online Inc.

File 542:SEC Online(TM) 10-K Reports 1997/Sep W3  
(c) 1987-1997 SEC Online Inc.

File 545:Investext(R) 1982-2004/Jul 23  
(c) 2004 Thomson Financial Networks

File 553:Wilson Bus. Abs. FullText 1982-2004/Jun  
(c) 2004 The HW Wilson Co

File 564:ICC Brit.Co.Ann.Rpts 1984-2004/Jun 22  
(c) 2004 ICC Online Inform.Group

File 570:Gale Group MARS(R) 1984-2004/Jul 23  
(c) 2004 The Gale Group

File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13  
(c) 2002 The Gale Group

File 608:KR/T Bus.News. 1992-2004/Jul 23  
(c)2004 Knight Ridder/Tribune Bus News

File 610:Business Wire 1999-2004/Jul 23  
(c) 2004 Business Wire.

File 612:Japan Economic Newswire(TM) 1984-2004/Jul 23  
(c) 2004 Kyodo News

File 613:PR Newswire 1999-2004/Jul 23  
(c) 2004 PR Newswire Association Inc

File 616:Canada NewsWire 1999-2001/Mar 09  
(c) 2001 Canada NewsWire

File 619:Asia Intelligence Wire 1995-2004/Jul 22  
(c) 2004 Fin. Times Ltd

File 621:Gale Group New Prod.Annou.(R) 1985-2004/Jul 23  
(c) 2004 The Gale Group

File 623:Business Week 1985-2004/Jul 20  
(c) 2004 The McGraw-Hill Companies Inc

File 624:McGraw-Hill Publications 1985-2004/Jul 20  
(c) 2004 McGraw-Hill Co. Inc

File 625:American Banker Publications 1981-2004/Jul 16  
(c) 2004 American Banker

File 631:Boston Globe 1980-2004/Jul 22  
(c) 2004 Boston Globe

File 634:San Jose Mercury Jun 1985-2004/Jul 22  
(c) 2004 San Jose Mercury News

File 635:Business Dateline(R) 1985-2004/Jul 23  
(c) 2004 ProQuest Info&Learning

File 636:Gale Group Newsletter DB(TM) 1987-2004/Jul 23  
(c) 2004 The Gale Group

File 637:Journal of Commerce 1986-2004/Jul 26  
(c) 2004 Commonwealth Bus. Media

File 642:The Charlotte Observer 1988-2004/Jul 22  
(c) 2004 Charlotte Observer

Set Items Description  
S1 399 ((INITIAL? OR PRELIMINARY? OR FIRST) (5N) (CONTACT? OR COMMUNICAT?) (10N) (CUSTOMER? ? OR LEAD OR LEADS) (5N) (E()MAIL? OR EMAIL? OR ELECTRONIC()MAIL?)) NOT PY>1999  
S2 294 RD (unique items)  
S3 278 S2 AND (CUSTOMER? ? OR (SALES(2N)LEAD? ?))  
S4 19 S3 AND ((INITIAL? OR PRELIMINARY OR FIRST) (2N) (CONTRACT? OR COMMUNICAT?))  
*Kurt* S5 6 S4 AND (COLD(2N)CALL? OR INTRODUC? OR PRESENT?)  
File 644:(Boulder) Daily Camera 1995- 2004/Jul 20  
(c) 2004 The Daily Camera  
File 645:Contra Costa Papers 1995- 2004/Jul 21  
(c) 2004 Contra Costa Newspapers  
File 647:CMP Computer Fulltext 1988-2004/Jul W2  
(c) 2004 CMP Media, LLC  
File 648:TV and Radio Transcripts 1997-2004/Jul W3  
(c) 2004 FDCH Inc.  
File 649:Gale Group Newswire ASAP(TM) 2004/Jul 21  
(c) 2004 The Gale Group  
File 654:US Pat.Full. 1976-2004/Jul 20  
(c) Format only 2004 The Dialog Corp.  
File 674:Computer News Fulltext 1989-2004/Jul W1  
(c) 2004 IDG Communications  
File 696:DIALOG Telecom. Newsletters 1995-2004/Jul 22  
(c) 2004 The Dialog Corp.  
File 702:Miami Herald 1983-2004/Jul 22  
(c) 2004 The Miami Herald Publishing Co.  
File 703:USA Today 1989-2004/Jul 22  
(c) 2004 USA Today  
File 704:(Portland)The Oregonian 1989-2004/Jul 22  
(c) 2004 The Oregonian  
File 707:The Seattle Times 1989-2004/Jul 21  
(c) 2004 Seattle Times  
File 708:Akron Beacon Journal 1989-2004/Jul 22  
(c) 2004 Akron Beacon Journal  
File 710:Times/Sun.Times(London) Jun 1988-2004/Jul 22  
(c) 2004 Times Newspapers  
File 714:(Baltimore) The Sun 1990-2004/Jul 23  
(c) 2004 Baltimore Sun  
File 717:The Washington Times Jun 1989-2004/Jul 22  
(c) 2004 Washington Times  
File 718:Pittsburgh Post-Gazette Jun 1990-2004/Jul 23  
(c) 2004 PG Publishing  
File 719:(Albany) The Times Union Mar 1986-2004/Jul 22  
(c) 2004 Times Union  
File 720:(Columbia) The State Dec 1987-2004/Jul 22  
(c) 2004 The State  
File 726:S.China Morn.Post 1992--2004/Jul 22  
(c) 2004 South China Morning Post  
File 727:Canadian Newspapers 1990-2004/Jul 23  
(c) 2004 Southam Inc.  
File 728:Asia/Pac News 1994-2004/Jul W3  
(c) 2004 Dialog Corporation  
File 733:The Buffalo News 1990- 2004/Jul 21  
(c) 2004 Buffalo News  
File 734:Dayton Daily News Oct 1990- 2004/Jul 22  
(c) 2004 Dayton Daily News  
File 736:Seattle Post-Int. 1990-2004/Jul 20  
(c) 2004 Seattle Post-Intelligencer  
File 739:The Fresno Bee 1990-2004/Jul 22  
(c) 2004 The Fresno Bee  
File 740:(Memphis)Comm.Appeal 1990-2004/Jul 22  
(c) 2004 The Commercial Appeal  
File 743:(New Jersey)The Record 1989-2004/Jul 21  
(c) 2004 No.Jersey Media G Inc  
File 748:Asia/Pac Bus. Jrnls 1994-2004/Jul 20  
(c) 2004 The Dialog Corporation  
File 750:Emerging Mkts & Middle East News 1995-2004/Jul 22  
(c) 2004Dialog Corp.

File 754:IPO Maven 1994-2000/Jul  
(c) 2000 OTIVA, Inc.

File 755:New Zealand Newspapers 1995-2004/Jul 23  
(c) Fairfax New Zealand Ltd.

File 761:Datamonitor Market Res. 1992-2004/Jul  
(c) 2004 Datamonitor

File 764:BCC Market Research 1989-2004/Jul  
(c) 2004 Business Communication Co.

File 765:Frost & Sullivan 1992-1999/Apr  
(c) 1999 Frost & Sullivan Inc.

File 781:ProQuest Newsstand 1998-2004/Jul 23  
(c) 2004 ProQuest Info&Learning

File 810:Business Wire 1986-1999/Feb 28  
(c) 1999 Business Wire

File 813:PR Newswire 1987-1999/Apr 30  
(c) 1999 PR Newswire Association Inc

File 816:Canada NewsWire 1996-1999/Jun 24  
(c) 1999 Canada NewsWire

File 980:Sarasota Herald-Tribune 1996-2004/Jul 22  
(c) 2004 Herald-Tribune

File 992:NewsRoom 2003  
(c) 2004 The Dialog Corporation

Your SELECT statement is:

s ((initial or first) (4n) (contact? ? or communication? ? or introduction? ?) (4n) (e()mail? or electronic()mail?)) AND (follow? ()up)

Items	File
1	2: INSPEC_1969-2004/Jul W2
2	9: Business & Industry(R)_Jul/1994-2004/Jul 22
12	13: BAMP_2004/Jul W2
26	15: ABI/Inform(R)_1971-2004/Jul 23
14	16: Gale Group PROMT(R)_1990-2004/Jul 23

Processing  
Processing

10	20: Dialog Global Reporter_1997-2004/Jul 23
1	34: SciSearch(R) Cited Ref_Sci_1990-2004/Jul W3
15	47: Gale Group Magazine DB(TM)_1959-2004/Jul 23
1	73: EMBASE_1974-2004/Jul W3
3	75: TGG Management Contents (R)_86-2004/Jul W2

Examined 50 files

1	80: TGG Aerospace/Def.Mkts(R)_1986-2004/Jul 23
10	88: Gale Group Business A.R.T.S._1976-2004/Jul 22
4	141: Readers Guide_1983-2004/Jun

Examined 100 files

Processing

33	148: Gale Group Trade & Industry DB_1976-2004/Jul 23
2	149: TGG Health&Wellness DB(SM)_1976-2004/Jul W2
1	155: MEDLINE(R)_1966-2004/Jul W3
8	180: Federal Register_1985-2004/Jul 23
3	211: Gale Group Newsearch(TM)_2004/Jul 23

Examined 150 files

1	262: CBCA Fulltext_1982-2004/May
9	275: Gale Group Computer DB(TM)_1983-2004/Jul 23

Examined 200 files

Processing  
Processing  
Processing

>>>File 349 processing for FOLLOW? stopped at

FOLLOWINKTHEINDICATIONSOFGPNERALPROCE

9	349: PCT FULLTEXT_1979-2002/UB=20040715,UT=20040708
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Examined 250 files

1	392: Boston Herald_1995-2004/Jul 22
5	432: Tampa Tribune_1998-2004/Jul 22
1	440: Current Contents Search(R)_1990-2004/Jul 23

Examined 300 files

1	476: Financial Times Fulltext_1982-2004/Jul 23
24	484: Periodical Abs_Plustext_1986-2004/Jul W1
6	485: Accounting & Tax DB_1971-2004/Jul W1
2	494: St LouisPost-Dispatch_1988-2004/Jul 22

Examined 350 files

2	539: Macon Telegraph_1994-2004/Jul 09
1	545: Investext(R)_1982-2004/Jul 22
11	553: Wilson Bus. Abs. FullText_1982-2004/Jun
5	570: Gale Group MARS(R)_1984-2004/Jul 23

Examined 400 files

3	608: KR/T Bus.News._1992-2004/Jul 23
1	613: PR Newswire_1999-2004/Jul 23
1	619: Asia Intelligence Wire_1995-2004/Jul 22
1	621: Gale Group New Prod.Annou.(R)_1985-2004/Jul 23
1	634: San Jose Mercury_Jun 1985-2004/Jul 22
4	635: Business Dateline(R)_1985-2004/Jul 23
5	636: Gale Group Newsletter DB(TM)_1987-2004/Jul 23
1	643: Grand Forks Herald_1995-2004/Jul 22
1	648: TV and Radio Transcripts_1997-2004/Jul W3
1	649: Gale Group Newswire ASAP(TM)_2004/Jul 21

Processing  
Processing  
Processing  
Processing

25 654: US Pat.Full.\_1976-2004/Jul 20

4 660: Federal News Service\_1991-2002/Jul 02

Examined 450 files

1 674: Computer News Fulltext\_1989-2004/Jul W1  
1 696: DIALOG Telecom. Newsletters\_1995-2004/Jul 22  
1 706: (New Orleans)Times Picayune\_1989-2004/Jul 23  
1 717: The Washington Times\_Jun 1989-2004/Jul 22  
6 727: Canadian Newspapers\_1990-2004/Jul 23  
1 728: Asia/Pac News\_1994-2004/Jul W3  
1 738: (Allentown) The Morning Call\_1990-2004/Jul 22

Examined 500 files

1 743: (New Jersey)The Record\_1989-2004/Jul 21  
1 748: Asia/Pac Bus. Jrnls\_1994-2004/Jul 20  
1 755: New Zealand Newspapers\_1995-2004/Jul 22  
1 767: Frost & Sullivan Market Eng\_2004/Jul  
2 781: ProQuest Newsstand\_1998-2004/Jul 23

Examined 550 files

1 979: Milwaukee Jnl Sentinel Apr\_1998-2004/Jul 22  
1 980: Sarasota Herald-Tribune\_1996-2004/Jul 22  
9 990: NewsRoom Current Apr 1 -2004/Jul 23  
2 991: NewsRoom 2004 Jan 1-2004/Mar 31

Processing

7 992: NewsRoom 2003

Processing

14 993: NewsRoom 2002

Processing

21 994: NewsRoom 2001

10 995: NewsRoom 2000

64 files have one or more items; file list includes 559 files.

One or more terms were invalid in 2 files.

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Set	Items	Description
S1	304	((INITIAL OR FIRST) (4N) (CONTACT? ? OR COMMUNICATION? ? OR - INTRODUCTION? ?) (4N) (E()MAIL? OR ELECTRONIC()MAIL?)) AND (FOL- LOW? ()UP)
S2	205	RD (unique items)
S3	70	S2 NOT PY>1999
S4	49	S3 AND (MARKET? OR SALES)
File	2:INSPEC	1969-2004/Jul W2 (c) 2004 Institution of Electrical Engineers
File	9:Business & Industry(R)	Jul/1994-2004/Jul 22 (c) 2004 The Gale Group
File	13:BAMP	2004/Jul W2 (c) 2004 The Gale Group
File	15:ABI/Inform(R)	1971-2004/Jul 23 (c) 2004 ProQuest Info&Learning
File	16:Gale Group PROMT(R)	1990-2004/Jul 23 (c) 2004 The Gale Group
File	20:Dialog Global Reporter	1997-2004/Jul 23 (c) 2004 The Dialog Corp.
File	34:SciSearch(R)	Cited Ref Sci 1990-2004/Jul W3 (c) 2004 Inst for Sci Info
File	47:Gale Group Magazine DB(TM)	1959-2004/Jul 23 (c) 2004 The Gale group
File	73:EMBASE	1974-2004/Jul W3 (c) 2004 Elsevier Science B.V.
File	75:TGG Management Contents(R)	86-2004/Jul W2 (c) 2004 The Gale Group
File	80:TGG Aerospace/Def.Mkts(R)	1986-2004/Jul 23 (c) 2004 The Gale Group
File	88:Gale Group Business A.R.T.S.	1976-2004/Jul 22 (c) 2004 The Gale Group
File	141:Readers Guide	1983-2004/Jun (c) 2004 The HW Wilson Co
File	148:Gale Group Trade & Industry DB	1976-2004/Jul 23 (c) 2004 The Gale Group
File	149:TGG Health&Wellness DB(SM)	1976-2004/Jul W2 (c) 2004 The Gale Group
File	155:MEDLINE(R)	1966-2004/Jul W3 (c) format only 2004 The Dialog Corp.
File	180:Federal Register	1985-2004/Jul 23 (c) 2004 format only The DIALOG Corp
File	211:Gale Group Newsearch(TM)	2004/Jul 23 (c) 2004 The Gale Group
File	262:CBCA Fulltext	1982-2004/May (c) 2004 Micromedia Ltd.
File	275:Gale Group Computer DB(TM)	1983-2004/Jul 23 (c) 2004 The Gale Group
File	349:PCT FULLTEXT	1979-2002/UB=20040715,UT=20040708 (c) 2004 WIPO/Univentio
File	392:Boston Herald	1995-2004/Jul 22 (c) 2004 Boston Herald
File	432:Tampa Tribune	1998-2004/Jul 22 (c) 2004 Tampa Tribune
File	440:Current Contents Search(R)	1990-2004/Jul 23 (c) 2004 Inst for Sci Info
File	476:Financial Times Fulltext	1982-2004/Jul 23 (c) 2004 Financial Times Ltd
File	484:Periodical Abs Plustext	1986-2004/Jul W1 (c) 2004 ProQuest
File	485:Accounting & Tax DB	1971-2004/Jul W1 (c) 2004 ProQuest Info&Learning
File	494:St LouisPost-Dispatch	1988-2004/Jul 22 (c) 2004 St Louis Post-Dispatch
File	539:Macon Telegraph	1994-2004/Jul 09 (c) 2004 Macon Telegraph
File	545:Investext(R)	1982-2004/Jul 23 (c) 2004 Thomson Financial Networks
File	553:Wilson Bus. Abs. FullText	1982-2004/Jun (c) 2004 The HW Wilson Co

File 570:Gale Group MARS(R) 1984-2004/Jul 23  
(c) 2004 The Gale Group

File 608:KR/T Bus.News. 1992-2004/Jul 23  
(c)2004 Knight Ridder/Tribune Bus News

File 613:PR Newswire 1999-2004/Jul 23  
(c) 2004 PR Newswire Association Inc

File 619:Asia Intelligence Wire 1995-2004/Jul 22  
(c) 2004 Fin. Times Ltd

File 621:Gale Group New Prod.Annou.(R) 1985-2004/Jul 23  
(c) 2004 The Gale Group

File 634:San Jose Mercury Jun 1985-2004/Jul 22  
(c) 2004 San Jose Mercury News

File 635:Business Dateline(R) 1985-2004/Jul 23  
(c) 2004 ProQuest Info&Learning

File 636:Gale Group Newsletter DB(TM) 1987-2004/Jul 23  
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File 643:Grand Forks Herald 1995-2004/Jul 22  
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File 648:TV and Radio Transcripts 1997-2004/Jul W3  
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File 654:US Pat.Full. 1976-2004/Jul 20  
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File 660:Federal News Service 1991-2002/Jul 02  
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File 674:Computer News Fulltext 1989-2004/Jul W1  
(c) 2004 IDG Communications

File 696:DIALOG Telecom. Newsletters 1995-2004/Jul 22  
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File 706:(New Orleans)Times Picayune 1989-2004/Jul 23  
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File 717:The Washington Times Jun 1989-2004/Jul 22  
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File 738:(Allentown) The Morning Call 1990-2004/Jul 22  
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File 743:(New Jersey)The Record 1989-2004/Jul 21  
(c) 2004 No.Jersey Media G Inc

File 748:Asia/Pac Bus. Jrnls 1994-2004/Jul 20  
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File 755:New Zealand Newspapers 1995-2004/Jul 22  
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File 767:Frost & Sullivan Market Eng 2004/Jul  
(c) 2004 Frost & Sullivan Inc.

File 781:ProQuest Newsstand 1998-2004/Jul 23  
(c) 2004 ProQuest Info&Learning

File 979:Milwaukee Jnl Sentinel Apr 1998-2004/Jul 22  
(c)2004 Milwaukee Jnl Sntl

File 980:Sarasota Herald-Tribune 1996-2004/Jul 22  
(c) 2004 Herald-Tribune

File 990:NewsRoom Current Apr 1 -2004/Jul 23  
(c) 2004 The Dialog Corporation

File 991:NewsRoom 2004 Jan 1-2004/Mar 31  
(c) 2004 The Dialog Corporation

Set Items Description  
S1 52 ((INITIAL OR FIRST) (4N) (CONTACT? ? OR COMMUNICATION? ? OR -  
INTRODUCTION? ?) (4N) (E()MAIL? OR ELECTRONIC()MAIL?)) AND (FOL-  
LOW? () UP)  
S2 50 RD (unique items)  
S3 1 S2 NOT PY>1999  
S4 1 S3 AND (MARKET? OR SALES)  
File 992:NewsRoom 2003  
(c) 2004 The Dialog Corporation  
File 993:NewsRoom 2002  
(c) 2004 The Dialog Corporation  
File 994:NewsRoom 2001  
(c) 2004 The Dialog Corporation  
File 995:NewsRoom 2000  
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# How to Close Every Sale You Make

(An Insiders Guide to Sales Mastery)

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## The 6 steps to selling

Prospecting

**Initial Contact**

Sales Presentation

## Handling Objections

## Closing the Sale

## Follow-Up and Service after the Sale

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### 1. Prospecting

For help in finding prospects, visit Hitsnclick's business directory, then do your "fact finding" before you approach them:

Determine your sales approach and plan your sales calls.

Determine which products and services best suit particular prospects.

Uncover reasons why you should not pursue some Prospects, saving you valuable time and resources.

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## 2. Initial Contact

When the prospect initiates the **contact** they might **contact** you by phone, mail, **email**, or through your Web site to request information ask questions and/or to make a purchase.

Prospects might also **call** at odd hours to find out when you're open or where your store is located. Be sure your answering machine message, answering service or Web site answers these questions.

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## 2. Initial Contact (Contd.)

When you initiate the **contact** - One of the most common **initial** contacts is a "cold **call**" conducted by phone or in person. A cold **call** refers to a **contact** made with prospects who have not indicated they desire the **call**. It's obviously much more efficient –

and most say more successful – to conduct cold calls on the telephone rather than to drive around town, but you might have a reason that warrants an in-person cold **call** on occasion.

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## 2. Initial Contact (Contd.)

Do a little homework before the **call**.

Send an **email**, fax or letter prior to the **call**.

State your purpose quickly—within 15 seconds.

Get prospects interested by asking questions

Make statements that build rapport and confidence.

Use humour—people love to laugh and be sincere.

Be friendly—people like to buy from people they like.

Never lose sight of your objective, regardless of the outcome of the **call**.

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### 3. The Presentation

Be enthusiastic! If you're not, your prospect certainly won't be!

Focus on the benefits of your products and services.

Benefits cause people to buy.

Be on time for sales appointments and be prepared for your **call**.

Have your sales kits, sales tools and answers ready.

Be relaxed during sales calls, let prospects talk 90 percent

of the time; they'll tell you how to sell to them. Just listen.

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### 3. The Presentation (Contd.)

Use testimonials. Your best selling tool is a reference from a satisfied **customer**.

Don't be afraid to ask for the order.

Invite prospects to interact with products.

Limit the choices during a sales presentation.

Adapt your sales presentation to your prospect.

Always follow through on promises.

Determine your prospect's hot buttons and work them into

your **follow-up** plan.

**Follow up, follow up, follow up.** It often takes five to 10

exposures to get a sale.

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## 4. Handling Objections

During the sales process, you'll probably meet a familiar obstacle: the objection. Objections are prospects' statements about why they don't plan to buy your product or service.

Don't be afraid of an objection; it's simply part of the sales process. In fact, objections oftentimes are a signal that the sale is progressing and you're getting closer to "yes."

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## 4. Handling Objections (Contd.)

Anticipate objections. Learn to ask questions of prospects to drill down to their real objections.

Employ the “yes, but” technique. Agree with your customers (the yes) and then offer them new information (the but).

Question prospects when they make statements about why they won't buy or what they don't like about

your product.

Ask "why" they feel as they do; this will help you get to the root cause of their concerns.

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## 4. Handling Objections (Contd.)

Restate the objection so the **customer** can hear it. This tends to reduce the magnitude of an objection or allows prospects to modify your statement (really theirs) to get closer to the true objection.

Tactfully respond directly to the **customer's** statement. You might even contradict your **customer**. Use this approach carefully, however. It will offend some while proving to be the best approach for others.

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## 5. Closing the Sale

Although you should never be shy about "asking for the business," prospects will probably give you some signal when they are ready to become customers!

Asking about availability such as, "How soon can someone be here?"

Asking specific questions about rates, prices or statements about affordability.

Asking about features, options, quality, guarantees or warranties.

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## 5. Closing the Sale (Contd.)

Asking positive questions about your business.

Asking for something to be repeated.

Making statements about problems with previous vendors; they might be seeking reassurance from you that you won't pose the same problems.

Asking about pricing, service or other products.

Requesting a sample or asking you to repeat a demonstration for them or for others.

Asking about other satisfied customers.

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## 5. Closing the Sale (Contd.)

You might try these techniques to help prospects make the decision to buy.

Quit talking when you ask a closing question. Give prospects the opportunity to say "yes!"

Offer an added service, such as delivery.

Offer a choice, such as "would you prefer the blue or green one?"

Imply that you have the sale with positive statements such as: "I'll have it gift-wrapped and delivered for you."

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## 5. Closing the Sale (Contd.)

Offer an incentive such as a 10% to buy now.

Create an urgency or deadline/limited offer.

Lead the **customer** through a series of minor decisions that are easier to make rather than one large decision.

Get them saying “yes” as often as possible.

Don't give up too soon! Learn to understand prospects' buying styles; some people take longer than others to make a decision.

And don't forget, you can ask for the order more than once if necessary.

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## 5. Closing the Sale (Contd.)

Benefits

Sell

Sell

Sell

Benefits

Sell

Sell

Sell

Benefits

Sell

Sell

Sell

And don't forget, you can ask for the order more than once if necessary.

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## 6. Follow up and Customer Service

Having made the sale. Now what? Some sales people believe that **follow-up** after the sale is just as important as making the sale.

Building long-term relationships with customers allows you to leverage or make additional use of your **initial** investment of time and money spent selling to that **customer**.

You've heard it before: "There's no better advertising than a satisfied **customer**."

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Good **follow-up** and service after the sale will:

establish and maintain your good reputation,

build goodwill among customers

most importantly, generate repeat/extrabusiness.

Continuously improve your sales skills, learn from others and stay open to new ideas.

Be sincere about your desire to help the prospect first—make money your secondary objective.

## **6. Follow up and Customer Service**

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Make yourself a value-added resource. Make creative ideas, and business advice part of the service you offer.

Be direct with your communication. Answer all questions. Never patronize.

Enclose your business card with every letter.

Thank people who refer prospects to you.

Give your customers your home phone number.

Never lie. Don't badmouth the competition or say negative things about their clients.

## **6. Follow up and Customer Service**

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in the members area

Your SELECT statement is:  
s acarda() messenger and sales() leads

Items	File
Examined	50 files
Examined	100 files
Examined	150 files
Examined	200 files
Examined	250 files
Examined	300 files
Examined	350 files
Examined	400 files
Examined	450 files
Examined	500 files
Examined	550 files

No files have one or more items; file list includes 559 files.

Your SELECT statement is:

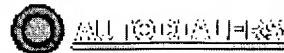
s (introduc?(4n)(salesperson or salespeople or sales())(agent? ? or representative? ?))(7n)(customer or customers or lead or leads)) NOT  
py>1999

Items	File
15	9: Business & Industry(R) _Jul/1994-2004/Jun 23
1	11: PsycINFO(R) _1887-2004/May W4
3	13: BAMP_2004/May W5
42	15: ABI/Inform(R) _1971-2004/Jun 23
25	16: Gale Group PROMT(R) _1990-2004/Jun 23
3	18: Gale Group F&S Index(R) _1988-2004/Jun 23
Processing	
6	20: Dialog Global Reporter_1997-2004/Jun 23
1	35: Dissertation Abs Online_1861-2004/May
10	47: Gale Group Magazine DB(TM) _1959-2004/Jun 22
9	75: TGG Management Contents(R) _86-2004/Jun W2
Examined 50 files	
3	88: Gale Group Business A.R.T.S. _1976-2004/Jun 22
2	112: UBM Industry News_1998-2004/Jan 27
1	119: Textile Technol.Dig._1978-2003/Jun
1	122: Harvard Business Review_1971-2004/Jun
Examined 100 files	
2	147: The Kansas City Star_1995-2003/Sep 26
Processing	
59	148: Gale Group Trade & Industry DB_1976-2004/Jun 23
3	158: DIOGENES(R) _1976-2004/Jun W2
1	160: Gale Group PROMT(R) _1972-1989
1	180: Federal Register_1985-2004/Jun 23
>>>File 198: Prefix "PY" is undefined	
3	198: Health Devices Alerts(R) _1977-2004/Jun W3
1	212: ONTAP(R) PsycINFO(R) _
Examined 150 files	
1	215: ONTAP(R) ABI/INFORM(R) _
1	249: PIRA Mgt. & Mktg. Abs._1976-2004Jun W3
6	275: Gale Group Computer DB(TM) _1983-2004/Jun 23
Examined 200 files	
>>>File 322: Prefix "PY" is undefined	
1	322: Polymer Online_
>>>File 360: Prefix "PY" is undefined	
2	360: Specialty Chemicals Update Program_2000/Q2
Examined 250 files	
1	420: UnCover_1988-2001/May 31
1	427: Fort Worth Star-Telegram_1993-2004/Feb 23
Examined 300 files	
8	476: Financial Times Fulltext_1982-2004/Jun 23
7	484: Periodical Abs Plustext_1986-2004/Jun W2
3	485: Accounting & Tax DB_1971-2004/Jun W1
2	492: Arizona Repub/Phoenix Gaz_19862002/Jan 06
1	494: St LouisPost-Dispatch_1988-2004/May 31
1	498: Detroit Free Press_1987-2004/Jun 18
Examined 350 files	
12	541: SEC Online(TM) Annual Repts_1997/Sep W3
25	542: SEC Online(TM) 10-K Reports_1997/Sep W3
1	543: SEC Online(TM) 10-Q Reports_1997/Sep W3
Processing	
10	545: Investext(R) _1982-2004/Jun 23
7	553: Wilson Bus. Abs. FullText_1982-2004/Jun
4	564: ICC Brit.Co.Ann.Rpts_1984-2004/Jun 22
11	570: Gale Group MARS(R) _1984-2004/Jun 23
3	583: Gale Group Globalbase(TM) _1986-2002/Dec 13
Examined 400 files	
4	608: KR/T Bus.News._1992-2004/Jun 23
1	619: Asia Intelligence Wire_1995-2004/Jun 23
4	621: Gale Group New Prod.Annou.(R) _1985-2004/Jun 23
8	635: Business Dateline(R) _1985-2004/Jun 23
7	636: Gale Group Newsletter DB(TM) _1987-2004/Jun 22
1	641: Rocky Mountain News_Jun 1989-2004/Jun 22

3 647: CMP Computer Fulltext\_1988-2004/Jun W2  
1 648: TV and Radio Transcripts\_1997-2004/Jun W3  
3 649: Gale Group Newswire ASAP(TM)\_2004/Jun 22

Examined 450 files

2 702: Miami Herald\_1983-2004/Jun 22  
2 704: (Portland)The Oregonian\_1989-2004/Jun 22  
2 726: S.China Morn.Post\_1992--2004/Jun 22  
4 727: Canadian Newspapers\_1990-2004/Jun 21  
1 732: San Francisco Exam.\_1990- 2000/Nov 21



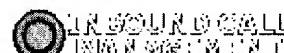
Appointments

Debtors

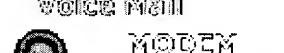
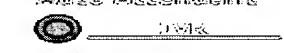
Events

Sales Leads

Survey



Auto Attendant

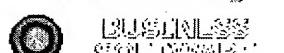


Autodialer

Caller ID

Speed Dialer

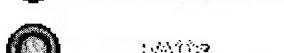
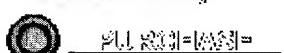
Telemarketing



Development

Job Management

Work Safety



## ACARDA MESSENGER™ SALES LEADS APPLICATION

Acarda Messenger™ Sales Lead software automatically phones a list of people and plays them a sales message about your product or service. You set when it is to make the phone calls, record your message (using Acarda Messenger's Prompt Editor) and it will do the rest. Use it to find qualified sales leads - people who are ready to buy or who want to know more. You can reach hundreds, even thousands of people with news of your product or service! No more cold calling - every day you can have a list of people interested in your product or service ready and waiting for you when you come in the door!

### Key Features of the Sales Lead application

- Free single line version
- Automatically place telephone calls & convey voice messages
- Every part of the phone message heard by the call recipient can be recorded and played in a voice of your choice, ie from the initial greeting to the farewell message.
- Up to 10 sets of messages can be recorded and played simultaneously e.g 10 different sales campaigns
- Use the software on up to 12 telephone lines at the same time, depending on the hardware installed.
- Set a start and stop time and date
- Automatically generate a random list of telephone numbers
- Import a list of telephone numbers
- Allow manual setup and editing of the list of phone numbers within Acarda Messenger
- Prevent calls being made to numbers you want to exclude, eg emergency services
- Gives recipients the option of being added to a Do Not Call List
- Do Not Call List numbers can easily be added to the Exclude List
- Configurable number of delivery attempts for busy or no answer calls
- Play a different message if call answered by answer machine
- Identifies fax numbers rung and allows you to print out/export a list of them
- Verify the listener is the right person to hear the message
- Wait till right person comes to the telephone
- Ask for a time to ring back when the correct person will be available
- Recipient can select to be transferred, e.g. to a sales representative
- Recipient can confirm they would like some action taken, e.g. to be rung back
- Recipient can leave you a message e.g. their postal address for you to send them more information
- Recipient can enter a fax number e.g for you to send them more information, or a phone number e.g. of someone else they think might want to hear the message
- Reports the results of calls, e.g add to do not call list, successful, failed, and the recipients response to given options, e.g confirmation, transfer, enter number & recipient message
- Displays call statistics
- In Answer Machine Only mode Acarda Messenger will only play a message if it detects an answer machine
- Extensive On-Screen Help
- Supports Windows NT4, 95/98. (Not tested on Windows 2000).

### How It Works

The Acarda Messenger™ telemarketing Sales Leads application can generate a list of random phone numbers and then automatically phone these numbers. You can also import a list of telephone numbers that you might have in another application, or you can manually enter the telephone numbers into

Acarda Messenger Sales Leads. You can ensure certain numbers won't ever be telephoned, eg emergency services, police etc, by having their numbers in an Exclude list.

When the Acarda Messenger telemarketing software phones the people on your list, it will ask the person who answers the phone some preliminary questions to determine if they are the best person to hear the sales message. If the call is answered by an answer machine, a summary message can be left, rather than the full message. If the call is answered by a fax, this is noted in the report. Once the right person is on the phone it will play the sales message and ask for a response. People can respond by asking to be transferred back to someone within your organisation, or they can leave you a message. They can confirm they would like a certain action taken, e.g to be rung back or they can ask to hear the message again. They can also enter a phone or fax number eg where you can send them more information.

The Acarda Messenger™ keeps placing calls until all the people on your list have been phoned, or the preset stop time is reached. It will automatically reschedule new attempts of failed numbers (busy or not answered). You can view, print and export results of all the calls in different categories, e.g transferred calls, failed calls, confirmed calls, etc.

## Download a Free Version Now

You can [download a free single line version](#) of Acarda Messenger Sales Lead software. You will need the correct [hardware](#) installed to be able to use Acarda Messenger Sales Lead. Even if you don't have the hardware just yet, it is still worth downloading the software so you can see for yourself just how easy and user friendly it is. If you prefer, you can simply [download the help file now](#) (only 170KB).

## Download an Information Brochure

You can download a brochure that outlines all the details of Acarda Messenger Sales Lead [here](#). It is in PDF format, so you'll need Adobe Acrobat Reader to view it. You can get a copy of this [here](#).

## More Details:

- [Hardware Requirements](#) - find out complete details of the hardware you need to run Acarda Messenger.
- [Pricing Information](#) - check out our everyday low price as well as any current specials.

If you're looking for a list of phone numbers to use with your autodialer in your next marketing campaign, [click here](#).

Please take the time to read our [disclaimer](#) if you are interested in the Acarda Messenger Sales Lead autodialer.

[Hardware Requirements](#) [Pricing](#) [Download](#) [Home](#)

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# STIC Search Report

EIC 3600

STIC Database Tracking Number: 127311

Received all

TO: Susanna Diaz  
Location:  
Art Unit : 3623  
Monday, July 19, 2004

7/20/04

Case Serial Number: 09/514997

From: Sylvia Keys  
Location: EIC 3600  
PK5-Suite 804  
Phone: 305-5782

100 results  
SMD  
7/23/04

sylvia.keys@uspto.gov

## Search Notes

Dear Examiner Diaz,

Please read through the results.

If you have any questions, please do not hesitate to contact me.

Sylvia